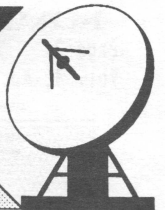


MATWATCH

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VOL. 4, NO. 32

AUG. 12-18

THIS WEEK'S HEADLINES

HERD: "WE DIDN'T OFFER FLAIR THE BOOK"

ATLANTA---Despite reports to the contrary, WCW executive vice president Jim Herd says former WCW world champion Ric Flair was not offered the promotion's booking post in a July 31 negotiating session.

"The Ric Flair situation is over but as far as offering him the booking job---that is unequivocally not true," said Herd last week.

Other reports indicate Flair and WCW officials signed confidentiality agreements concerning the nature of the meeting but Herd says that is erroneous.

"It wouldn't surprise me if this is coming from him (Flair)," said Herd. "You're talking about a guy that's never told the truth in his life. He wanted to go and we helped him." MATWATCH was unable to reach Flair for a response. One key non-executive of WCW backed up Herd's story, saying Flair was merely offered his old contract.

ABRAMS SERVES PEDICINO WITH LEGAL THREAT

ATLANTA---Universal Wrestling Federation owner Herb Abrams has threatened Joe Pedicino's Global Wrestling Federation with legal action over use of the Wet 'n' Wild tag team.

Pedicino was called by Abrams' attorneys Wednesday concerning the appearance of Sonny Beach and Steve Ray in the Global tag tournament, now airing on ESPN.

Attorneys told Pedicino Ray was under an exclusive contract to the UWF and claimed the Wet 'n' Wild team name had been trademarked.

Thursday night, Pedicino told MATWATCH: "Steve Ray told us he wasn't under any contract with Abrams or anyone else. But we pulled Friday's ESPN show (a scheduled quarterfinal round of the tag tourney) until we can find out the real story about this."

Beach and Ray made an appearance on the weekend's syndicated Global MAJOR LEAGUE WRESTLING episode. Pedicino told the Abrams attorneys the show had already been distributed to stations and could not be dropped.

(More HEADLINES on Page 2)

But Ric Can't Sign Until Sept. 1

FLAIR: NO RISK FOR VINCE

Despite acknowledging to some wrestling media members he is "taking a big gamble" on an advance strategy before signing Ric Flair to a Titan Sports contract, Vince McMahon is probably in the best no-lose situation of his career as a national mat entrepreneur.

Saturday's first salvo with Bobby Heenan holding up Flair's old NWA/WCW title belt (which conveniently never displayed an alliance's name) was as slickly played as any past Titan introduction. All the legal bases covered. Heenan saying "the man who holds this belt is currently under contract to 'another organization'." The reference to Flair as "THE world heavyweight champion," as opposed to Hulk Hogan being "the WWF champion." Heenan's reference that Flair "may be arriving" soon in the WWF.

The basic plan is for heels to push the idea that Flair's belt is the more prestigious. Babyfaces will rally around Hogan's title.

Some gamble. Flair cannot sign with Titan before Sept. 1 because of a settlement with WCW to pay him \$15,000-a-week through the duration of this month. Some insiders were speculating McMahon may offer Flair additional money in the final week of August to forego the WCW payment and make a SUMMER SLAM debut. Forget it. McMahon is in too much of a driver's seat to risk a lawsuit over a period of six days. Besides, the subtle approach---which is as close as McMahon will ever come to publicly recognizing a rival promotion---will be far more effective to build the premiere. SUMMER SLAM isn't necessary and would, frankly, get in the way of the focus of the Savage/Liz "wedding."

Because of Titan's taping schedule, Flair will not be able to make an in-ring appearance on its syndicated shows before the weekend of Sept. 28, though short interview or monologue segments could be inserted for the Sept. 7 shows and he could be rushed into a guest spot on PRIME TIME WRESTLING.

McMahon has not tipped his hand on the probable scenario for the Hogan-Flair matchups but with the build, the confrontations almost have to begin after Hogan's planned seven-week hiatus ends in late October. The only real disadvantage Titan has is not having the NBC SATURDAY NIGHT'S MAIN EVENT slot to advance the showdowns in a bigger way than the weekly series. A probable plan would be a first-round tour in which Flair wins by countouts, followed by a series of double countouts or double disqualifications ensue. Without doubt, the two will have some kind of inconclusive in-ring battle during the Thanksgiving night SURVIVOR SERIES. Whether McMahon will attempt a pay-per-view Hogan-Flair match as early as the January ROYAL RUMBLE is iffy. Speculation on at least two wrestling radio talk shows over the weekend centered around a Flair victory at the RUMBLE and the "ultimate rematch" at WRESTLEMANIA VIII where Hogan uses the foot-in-the-face and legdrop, the old adult NWA fans go away grumbling and Vince laughs all the way to the bank.

Outguessing McMahon is not exactly a science on a par with nuclear physics but my own idea is he could get away with Flair winning the ROYAL RUMBLE itself with Hogan eliminated late to set up the WRESTLEMANIA finale.

(Continued on Page 2)



Steve

Beverly

THIS WEEK'S HEADLINES

(Continued from Page 1)

RICH FACES AUG. 29 HEARING ON POT CHARGE

LaGRANGE GA---Tommy Rich faces a hearing in Troup County state court Aug. 29 on a marijuana possession charge but will likely face no discipline from World Championship Wrestling.

The LaGRANGE DAILY NEWS reported the vehicle in which Rich was traveling was pulled over for allegedly too closely following another car.

Troup County authorities search all stopped vehicles for drugs or alcohol. The NEWS account indicates officers smelled the pot and Rich allegedly admitted it was his.

"We won't penalize him for it," says WCW boss Jim Herd, "unless it makes major news and TBS comes down on my head about it."

CAPRAL RECOVERS FROM MAJOR SURGERY

PANAMA CITY FL---Former Georgia and Jim Crockett WIDE WORLD WRESTLING host Ed Capral is recovering from major surgery at his home at Seagrove Beach near Panama City.

Capral, 65, 1990 MATWATCHER OF THE YEAR, was chief commentator for LIVE ATLANTA WRESTLING and GEORGIA CHAMPIONSHIP WRESTLING (which later became TBS' WORLD CHAMPIONSHIP WRESTLING) from 1954-72, ALL-SOUTH WRESTLING (1972-74) and WIDE WORLD (1974-77). In 1989, Capral was named the all-time top wrestling announcer by MATWATCH.

MATWATCHers can drop Capral get-well notes at ROUTE 6, BOX 435-A, PANAMA CITY FL 32413.

PWNY MOVES TO WCBS SEPTEMBER 21

NEW YORK---After failing to reach a financial agreement with Tribune Broadcasting's WPIX, WCW's PRO WRESTLING NEW YORK moves to WCBS-TV Sept. 22 in a 12:30 a.m. slot.

"We were very happy there (at WPIX)," says WCW's Jim Herd. "It's an economic thing." Turner Program Services balked at paying a reported \$13,000-a-week to retain its 9 a.m. slot on WPIX. Herd would not confirm the price but broadcasting insiders say WCW will pay \$10,000-a-week for the WCBS slot.

"The image of being on a network-owned station is great for us," says Herd. "We don't feel it will hurt us at all in promoting our shows in the Meadowlands."

STEVE BEVERLY

(Continued from Page 1)

I don't buy for one minute Flair ever gaining a clean victory over Hogan. McMahon may skirt the edge of his modern-era tradition with this but no way is he going to concede any rival organization has had a superior champion.

The more pertinent question is: will this be the big-money bonanza matchup everyone who has ever watched a pinfall for the last eight years has assured it would be. My own perspective: it will certainly be better than anything currently on the agenda but not the draw it would have been even as late as 1987 or 1988. What has to be remembered is Flair has been the standardbearer of adult wrestling entertainment for a minority of fans, particularly in the last four years. Yet, the WWF product has been tailored to children and teens, many of whom have paid little, if any, attention to Flair. Just look at WCW's TV demographics versus the WWF's, in which Titan outpulls Turner better than 3-to-1 among ages 2-11 in syndication.

Importing Flair temporarily brings McMahon a group of disgruntled adult converts from WCW, some of whom stay on the bubble when it comes to paying Titan's price for pay-cable offerings. While Flair is a victim of horrendous WCW booking, he has been no ratings draw for Turner the last 16 months. The big question: will traditional WWF fans buy the hype of the "ultimate championship" against the grain of the standard monsters as Hogan foes?

I think the tale will be told in the first three months of the series and that gives McMahon plenty of options. One top student of the game offered us the view over the weekend more money could come from a Sid Justice-Undertaker series. Then again, we may be seeing the last great confrontation of this era of pro wrestling. Hogan-Flair is the only matchup which has the potential of bringing together contemporary fans with traditionalists who have despised and eschewed the WWF and often view the last eight years as what Vince has done "to" the business, rather than "for" the business.

But if calling Ric Flair "THE world heavyweight champion" is a gamble for Vincent K. McMahon, I'd love to go along with him on any trip to Las Vegas.

But Fouled Up Finish May Create Rematch

PATRIOT WINS GLOBAL NORTH AMERICAN TOURNEY

DALLAS---In what Global Wrestling Federation president Joe Pedicino has termed "the nightmare I had been fearing," The Patriot (Del Wilkes) defeated Al Perez to win the first GWF North American heavyweight championship tournament but an error-plagued finish may force a rematch.

In addition, after a Friday night turnout of 1,100 at the Globaldome, a crowd only estimated at between 350 and 500 showed for the Saturday finals. Pedicino told MATWATCH: "What can you say? We were up against a big dirt track racing show that offered free admission in Dallas Saturday night but who knows if that's the reason?"

The round robin finals featured TV champion Patriot, Perez and Terry Gordy. Perez won over Gordy in the first playoff when Gordy shoved aside the referee. Gordy had earlier competed in what was called a "four-star" match against Cactus Jack (Mick Foley), which ended when Gordy powerbombed Cactus on the Globaldome floor.

In the championship match, inexperienced referee John Keaton was subbed for senior Global ref Sean O'Brien, who had been legit injured earlier in the tourney. At the end, Perez's legs were clearly entangled in the ropes for what was supposed to be a false finish but Keaton offered a quick three-count to give the title to The Patriot, whom Global is trying to get over as an all-American babyface. A number of fans shouted, "Cheater, cheater," when the belt was awarded. The finish even somewhat caught commentators Craig Johnson and Scott Hudson by surprise.

As of Sunday night, Pedicino was still debating the followup scenario. "We could do like some promotions and just ignore it and go on. But it leaves the Patriot with a somewhat tarnished championship." A likely possibility would have Wilkes refusing the belt on the first ESPN show in September because of the controversy and having a Patriot-Perez rematch.

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VIDEOTS

Aug. 5-11

(AAWF) - [2 Wks Ago]:

Michael J. Starbuck d. Big Ed; Dave Michaels/Dr. Love d. Avenger/Punisher. **DOUBLE BOMB.**

[Last Week]: Starbuck d. Wardaddy; Love/Michaels d. Mr. Hollywood/Avenger; Manny Fernandez d. Country Cuz. **BOMB.**

(PORTLAND) - John Rambo d. Grappler on reversal when color commentator Mike Miller tells ref Sandy Barr Grap used trunks; (PIESTA GARDEN) Al Madril says Brian "Crush" Adams/Steve Doll "stole" PNW tag belts. Madril/Grap attack Doll but Crush saves. Al/Grap steal back one of belts; Don Harris d. Mike Winner; (STREET FIGHT) Miller d. Dirty White Boy but Grappler attacks Miller w. knucks after but Crush saves. Grappler announces \$5,000 bounty on Miller; Bart Sawyer d. Doug Masters by DQ for over-the-top; (PNW TITLE) Doll draw vs. Ron Harris to retain belt. **RESTHOLD.**

(LPWA) - ["The Good, the Bad & the Champions," Part 2]; {FEATURE} Ken Resnick w. Magnificent Mimi in hot tub; Bambi d. Mimi by DQ when Jonathan Blue runs in. Mimi/Blue spike pile-drive Bambi; Bad, Black & Beautiful d. Shelley Francis/Reggie Bennett; Nasty Girls d. Sindee Paradise/Cheryl Russa; Medusa Miceli d. Alma Almarez; (REPLAY) Splitup of Team America when Heidi Lee Morgan's back painted yellow. **RESTHOLD-PLUS.**

(SUNCOAST PRO) - Vern Henderson d. Cody Wade; (ANGLE) Penelope Paradise accepts challenge of tag match teamed w. Masked Superstar vs. Boris Malenko/Frankie Reyes; Jumbo Baretta/Full Force d. Lebanese Assassin/Black Ninja. Full Force "leg injured" after; (SUNCOAST FLORIDA TITLE) Full vs. Superstar in progress as show ends. **NO RATING.**

(PRO WRESTLING '91) - Johnny Dare d. Golden Eagle; Mad Dog Joe d. Damian Rogers; Farmer Boy Ellis d. Jake Jackson; Brute Force d. Avengers. **BOMB-PLUS.**

(GLOBAL/ESPN) - [Mon./GLOBAL TAG TOURNEY]: Cactus Jack/Makhan Singh d. American Breed; Davis Bros. d. Gran Coloso/Firecat; Bill Irwin/Johnny Ace d. Jeff Gaylord/Blue Avenger; Randy Rhodes/Rick Gerren vs. Eric Fontaine/Brian Adias ends when Rhodes/Fontaine attack & pin own partners. **NO RATING.**

[Tue./TAG TOURNEY]: Stan Lane/Steve Cox d. Dragon Master/Dark Ninja; Steve Simpson/Chris Walker d. John Tatum/Rod Price; Royal Family d. Terry Garvin/Chaz; Steve Ray/Sonny Beach d. Chico Torrez/Las Aztec. **NO RATING.**

[Wed./TAG TOURNEY]: {SEG} Scott (Palm Beach Heartthrob) Anthony debuts as Cartel member; Big Bully Busich/Bad News d. Patriot/Pvt. Terry Daniels; Renegade Warriors d. Cuban Assassin/El Cubano; (NEWSROOM) Joe Pedicino on rumor of Stranger joining Cartel, Johnny B. Badd; Rip Rogers/Scott Anthony d. Handsome Stranger/Steven Dane; Joel Deaton/Billy Black d. Nightmares. **RESTHOLD-PLUS.**

[Thu./TAG TOURNEY]: {RECAP} First round; (QUARTERFINALS) Rhodes/Fontaine kicked out of tourney, Chris Love says he'll sue, grabs Scott Hudson's tie; Singh/Cactus d. Rhodes/Fontaine by forfeit; Davis Bros. d. Irwin/Ace by DQ when Irwin chokes Tom (Burton) Davis w. rope; (NEWSROOM) Joe on Love/PYTs, Cox-Lane combo, Axl Rotten; Walker/Simpson d. Lane/Cox when Simpson dropkicks Cox into Lane when Cox tries to stop Stan from using racket. Corny slaps Cox but Steve grabs Jim by lapels. Lane ambushes Cox & Corny creams him w. racket. **DRAW-PLUS.**

[Fri.]: TV tourney episode rerun because of threatened legal action by Herb Abrams over use of Wet 'n' Wild. **NO RATING.**

(GLOBAL/SYN) - [MAJOR LEAGUE]: Singh d. Dane; Stan Lane d. Skip Young; (SEG) Cox introed as Lane's partner; Bad News d. Chico Torres; (NEWSROOM) Pedicino on Patriot, Cartel, Luger-Sting; Wet 'n' Wild d. Outlaws; Jeff Gaylord d. Action Jackson by DQ when Action hits ref; Patriot d. Cuban Assassin; (RECAP) Tag tourney. **RESTHOLD.**

(WWF/SYN) - [SUPERSTARS]: (UPDATE) Sid Justice w. Hulk Hogan/Ultimate Warrior; Beverly Bros. d. Brian Jewel/Louie Spiccoli; Davey Boy Smith d. Tim Patterson; Nasty Boys d. Doug Casen/Ken Johnson; (VIDEO) Jake Roberts/Ult in graveyard to prep for Undertaker; I.R. Schyster d. Chi Chi Cruz; (SUMMER SLAM REPORT); Ted DiBiase d. Bobby Jones; Other winner: Big Bossman; (FINALE) Bobby Heenan holds up Ric Flair's belt, says he "may be coming" to the WWF, offers to be Ric's adviser and says Flair is "THE world heavyweight champion." **RESTHOLD-PLUS.**

(WWF/USA) - [PRIME TIME]: Col. Mustafa d. Smith when Sgt. Slaughter trips up Davey & holds his legs; (SPECIAL REPORT) Jake locks Warrior in coffin to test his endurance; (GUESTS) Nasty Boys/Jimmy Hart. Nasties spraypaint Jamieson's face; Bret Hart d. Ed Moretti; Dino Bravo d. Spiccoli; (SEG) Gene Okerlund w. Justice/Hogan/Ult; (GUEST) Greg Valentine, who smashes canteloupe w. hammer; I.R.S. d. Cruz; (S.S. REPORT) Mean Gene on key SLAM matches; (GUEST) Sid Justice; Roberts d. Typhoon by DQ when Earthquake runs in but as Natural Disasters try to squash Lucifer, Andre the Giant hobbles out, Jake revives & chases heels w. snake; Ricky Steamboat d. Paul Roma; Mountie d. Steve May; Kerry Von Erich d. Tim Peterson; (FINALE) Jamieson comes out in L.O.D. outfit, Valentine w. hammer & powersaw to keep Nasties away. **RESTHOLD.**

(WCW/TBS) - [POWER HOUR]: El Gigante d. Lou Fabiano; Terrence Taylor d. Robert Gibson when Ricky Morton bulldogs Robert from top rope as ref distracted; Nikita Koloff d. Jackie Fulton; (WNN) Gordon Solie on Ron Simmons; Blackblood d. Kenny Kendall; (WCW TV TITLE) Yellow Dog draw vs. Steve Austin. Diamond Studd runs in, tries to unmask Dog but Tom Zenk saves. **RESTHOLD-PLUS.**

[WORLD CHAMPIONSHIP]: Rick Steiner/Bill Kaszmeier d. Invaders; Simmons d. Morgas the Maniac; (ANGLE) Simmons stands off w. Harley Race/Curtis Hughes; P.N. News d. Sledgehammer McGill; (CONTROL CENTER) Gordon Solie on Johnny B. Badd-Austin, Sting-Koloff feuds; (WORLD TAG TOURNEY) Blackblood/One-Man Gang d. Big Josh/El when Kevin Sullivan clotheslines Josh as ref distracted; Patriots d. Ring Lords. **RESTHOLD.** [MAIN EVENT]: Simmons d. Sam Cody; Big Josh d. OMG by DQ when Kevin Sullivan runs after 36 seconds. Josh fights the two until they double & snip Josh's hair before El saves; (DANGER ZONE) Paul E. w. Luger/Race/Hughes; (REPLAY) Yellow Dog/Zenk d. Studd/Austin by DQ and Steve and Scott try to unmask Dog but Zenk saves; Hardliners double DQ vs. Dustin Rhodes/Gibson when Morton/Hughes attack Robert & cart him off before Steiner runs in to save Rhodes. **RESTHOLD-PLUS.**

(WCW/SYN) - [WCW PRO]: {6-MAN} Koloff/Diamond Studd/OMG d. Sting/El/Zenk when Sting caught decking Nikita w. chain Koloff brought into ring; Tommy Rich d. Chuck Coates but Ricky Morton comes out for talk w. Tommy; Hardliners d. Johnny Rich/Larry Santo; Morton d. Junkyard Dog when Tommy Rich trips up JYD & holds leg. Tommy leaves w. Morton & Alexandra York;

SCALE: FINALLY - Must See. PILEDRIVER - Excellent. POWERSLAM - Good. DRAW - Average. RESTHOLD - Fair. BOMB - Poor. PLUS - Midscale rating.

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(WCW MAGAZINE/WORLD TAG TOURNEY) Arn Anderson/Larry Zbyszko d. Young Pistols; Johnny B. Badd/Austin d. Simmons/P.N.W. by DQ when Simmons intercepts knucks tossed in & decks Badd. Austin holds Ron, who ducks & J.B.B. knees Steve in head. Teddy Long/Badd argue w. Austin/Jeanne Clarke. RESTHOLD.
[WORLD WIDE]: Rhodes d. Bubba Monroe; Badd d. Scott Sandlin; Patriots d. Black Bart/Randy Myers; Enforcers d. Zenk/Gibson when Robert could not continue; (STRAIGHT TALK) Magnum T.A. with Luger/Race/Hughes; Yellow Dog d. Taylor; Hardliners d. Steiner/Sting by DQ when Rick uses chair. RESTHOLD.

(USWA/WMC) - [OPEN] Eddie Marlin thanks fans for HOMECOMING '91 at Mid-South Coliseum, says everyone under open contract; Jeff Jarrett/Robert Fuller d. The Shadow/Keith Haynes; (CLIP) Marlin/Jerry Lawler get plaque for 20 years in Coliseum; Goon Squad d. Ben Jordan/T.D. Steel; (COLISEUM) Lawler d. Teijho Khan; (SEG) Live on Ch. 5 parking lot, Lawler roasts marshmallows, burns cutout of Reggie B. Fine; Tony Anthony d. Tom Prichard by DQ when Eric Embry runs in & heels drop Tony's knee on chair. Eric beats Tony w. TX flag until Jarrett saves. Miss TX pounds Jeff's back & Jeff decks her; Danny Davis d. Chris Frazier; Awesome Kong d. Freezer Thompson; (ANGLE) Davis, Bill Dundee shove & shout when Davis declares they're no longer buddies because Bill "suckerpunched" Danny to win light hwt. title; (REPLAY) Lawler burns Leatherface. RESTHOLD-PLUS.

(UIW) - [ANGLE]: Before Harley Watkins vs. Jeff Colette gets underway, Johnny Lawler comes out, Watkins leaves & Colette departs w. Lawler; Adrian Hall d. Ken Martin; Dixie Dynamite d. Reggie Royce/Black Ranger; Rasta the Voodooon d. Beachboy Vinnie Young; (8-MAN ELIMINATION MATCH) King Kahlua/Axl Rotten/A.J. Fritzoid/Max Thrasher d. Killerhit Kirk Dredd/Neil Superior/Golden Phoenix/Cactus Jack when Fritzoid d. Dredd in final elimination. RESTHOLD-PLUS.

(IWF) - Cliff Anderson d. Dennis Allen; Chubby McCool d. Don Boyd; Carribean Kid/Crocodile MacKenzie d. Heartbreakers when Thunder trips up one of 'Breakers' legs; Rick Diamond d. Terry Davis; Lou Perez d. The Possessor by DQ when Anderson runs in; Mondo Kleen d. Mike Dibacco. RESTHOLD.

LINES OF THE WEEK

1. Bobby Heenan, WWF-SU, on Flair & belt vs. Hogan: "That's like comparing ice cream to horse manure." 2. Scott Anthony, GLOBAL, on Craig Johnson: "That's Jim Cornette on growth hormones." 3. Makham Singh/Anthony, GLOBAL, on Johnson: (MS) "He's like that kid on MY THREE SONS." (SA) "Ernie? Nah, he looks more like Eddie Munster." 4. Vince McMahon/Roddy Piper, WWF-SU: (RP) "I don't know what you said. I don't listen to you." (V) "Thank you very much. The feeling's mutual." 5. Randy Savage/McMahon, WWF-SU: (RS) "Hey, Piper, you and I have something in common. Neither of us listen to Vince." (V) "Why should you be any different than anyone else?" 6. Reggie B. Fine, WMC: "I don't like Lawler talking about burning me up. I'm already dark enough." 7. Jim Cornette, LPWA: "The last time Wally Karbo had anything interesting to say, Jefferson was President." 8. Piper, WWF-SU: "It's a lot better to have Irwin (R. Schyster) audit you than wrestle you." 9. Joe Pedicino/Cornette, LPWA: (JP) "You're the kind of guy who stops to see a wreck and hopes somebody got hurt." (JC) "No, I just spray some tacks around

and watch people drive off." 10. Singh/Anthony, GLOBAL, on Hudson: (MS) "He's stunned by the glow on the top of your head." (SA) "Scott Hudson, you've got wavy hair. It's waving goodbye."

11. Jim Ross, WCW: "One-Man Gang is about as popular as Jerry Glanville was last night in Houston." 12. Heenan, PTW: "Get the Dragon in the right position and he'll blow fire out either end." 13. Johnson, GLOBAL, on Cartel: "We don't want to sound like TV GUIDE but WHO'S THE BOSS?" 14. Singh, GLOBAL, on Johnson: "He IS as dumb as he looks." 15. McMahon/Piper, WWF-SU, on elderly fan: (RP) "She's an honest lady." (V) "She is. She's only robbed three banks." 16. Piper/Savage, WWF-SU, on Sherri: (RP) "If her dress was any shorter, she'd be a call girl." (RS) "You guys should know." 17. Jeff Jarrett, WMC: "You people think I'm crazy? Yeah, I'm a little bit crazy." 18. Johnson, GLOBAL, on Steven Dane: "He keeps on getting up, just like the Energizer bunny." 19. Hudson, GLOBAL: "The only thing Jim Cornette has won The Masters in is tiddly winks." 20. Michael St. John, WMC: "Awesome Kong is the world champion and he's too big to wear the belt."

21. Greg Valentine, PTW: "With a name like Irwin, you've gotta be in a bad mood all the time." 22. Heenan, PTW: "Something smells funny to me. Maybe you, Mooney." 23. Heenan, PTW: "You know what makes Jamieson good at a picnic? Keeps flies off the flood." 24. Cornette, GLOBAL, on Pedicino: "Ain't nothing wrong with my memory. Yours ought to be real good because elephants never forget." 25. Dallas Page, WCW PRO, on Scott Steiner: "The guy's got egg plants for biceps." 26. Paul E. Dangerously, WCW PRO: "WCW action figures by Galoob: enough to make a grown man lie." 27. Steven DeTruth, PW'91, on Chic Donovan: "Nice to see that senior citizens can get a job in pro wrestling." 28. DeTruth, PW'91, on Gordon Clements: "Just what we need...a kinder, gentler commissioner." 29. Cornette, GLOBAL: "Pedicino, I'm gonna have you sent to the penitentiary if they can come up with enough butter to grease the doors to get you inside." 30. Anthony, GLOBAL: "When it comes to loving ladies, Tommy Cruise don't know a thing. Compared to my IQ, Einstein's a ding-a-ling."

STRONGEST COMMENTS - 1. Heenan, WWF-SU: "Ric Flair is THE world heavyweight champion." 2. Jim Ross, JIM ROSS SHOW, on Flair status: "Every so-called wrestling journalist---and I use that term very loosely---has made a crusade out of this thing. Ric Flair made a career decision on July the First and that's it. I wish him the best."

NICKNAMES OF THE WEEK - 1. THE BIG BLIMP (Makham Singh on Joe Pedicino). 2. BALDIE (Singh on Hudson). 3. THE RESIDENT WACKO OF THE LPWA (Cornette on Medusa Miceli). 4. THE ELLY MAY CLAMPETT OF PRO WRESTLING (Cornette on Bambi). 5. SHORTY (Sid Justice on Alfred Hayes).

QUESTIONS OF THE WEEK - 1. Pedicino, GLOBAL: "Is Jim Cornette nuts?" 2. Pedicino, LPWA, to Cornette: "Are you saying Bugaloo Brown is messing around with the Queen?" 3. DeTruth, WVEU: "Any truth to the rumor Ric Flair will challenge Leon Ogle for the Columbus heavyweight title? A main event in any National Guard armory in southwest Georgia."

BEST PICTURES - 1. WWF, Heenan holding Flair's belt. 2. GLOBAL, Scott Anthony arguing w. Rogers. 3. WMC, Quick cuts between Davis & Dundee arguing. 4. WMC, Dave Brown trying to separate Davis, Dundee. 5. WMC, Fine's pic of "bald" Lawler. 6. PTW, Kid doing Hulk Hogan impression. 7. WME, Hughes carting off Gibson. 7. IWF, Cain's face when Thunder taps him on shoulder & trips him up. 8. PTW, Jamieson coming out in mini-Road Warriors' outfit.

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VIDIOTS

(Continued from Page 4)

SAY WHAT? - 1. Hudson, GLOBAL: "The Handsome Stranger was seen recently in the tabloids squiring Princess Caroline." 2. Pedicino, GLOBAL: "The Patriot even got a request to appear with Stormin' Norman."

BEST COMMERCIAL - WCW, Paul E. for Galoob action figures.

DREADED GLITCH AWARDS - 1. GLOBAL/ESPN, spelling Cartel with a double "l." 2. MATWATCH, for leaving out an "r" in San Bernardino. 3. LPWA, spelling Medusa's last name MICLI. 4. PH, for spelling Terrence Taylor's first name "TERRANCE." 5. GLOBAL/ESPN, for spelling "himself" HIMSLEF.

ENGLISH LESSON - Danny Davis, WMC: "I'll tell you what you DONE."

ALL-CLICHE TEAM - 1. Hudson, GLOBAL: "...out of the frying pan and into the fire." 2. McMahon, WWF-SU: "You can't judge a book by its cover." 3. Eric Bischoff, WCW PRO: "...biting off more than he can chew." 4. Lightning, IWF: "...every dog has his day."

OOPS AWARDS - 1. WWF, Joe Weider health product commercial during PRIME TIME. 2. WCW, for "Bruise Cruise" spot still featuring Sting & Luger striding to ring together as partners.

BOO AWARDS - 1. Jarrett, WMC, for slugging Miss TX. Hasn't Memphis had enough of this? 2. Page, WCW PRO, on general principle. One "good God" is more than enough for me but FIVE in one show? Get him off, Jack.

MATWATCH

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Our regular subscription rates are listed elsewhere in the issue but we are rapidly approaching 1,000 subscribers. In an effort to reach that milestone, we are making this gift offer:

For \$3, you can send a 6-issue gift subscription to any NEW subscriber (someone you know who may enjoy MATWATCH but is not presently receiving it). In return, you will receive two bonus issues of MATWATCH. The offer is good through Oct. 1.

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CHECK, CASH OR MONEY ORDER TO: MATWATCH, 16 ROBIN HOOD LANE, JACKSON TN 38305.

EDDIE'S DECISION: We haven't been able to hook up with Eddie Gilbert but he wrote Jim Herd a long letter telling him he felt it was against the best interest of his career to return to WCW as a face. Eddie felt he'd be more effective as a heel but was told that slot went to Ricky Morton.

MORE EDDIE: Gilbert was expected until showtime in St. Joseph MO last Monday. He's now skedded to work Aug. 23-24 for Ringside Riot Promotions (J.D. McKay and Brian Tramel co-promoters) Pontotoc MS (23rd) and Louisville MS (24th). He and brother Doug team against Bob and Scott Armstrong on both.

MISSISSIPPI MUD: J.D. & Brian will have a battle royal on the Louisville show. J.D. is planning a two-night Mississippi title tourney Sept. 12-13 in Columbus MS and is looking for any independent talent to work. Call McKay at (601) 773-9914.

LAST WORD ON EDDIE: Some talk is surfacing he wants to try running some opposition to Jerry Jarrett's Memphis-area territories but it'll be tough with no TV.

TITAN HOUSES: WWF off most of last week but advances for the rest of the Hogan-Slaughter bouts are average, at best.

THE BOOK: Jack Petrik and Herd have both told us they are not changing bookers now. On the list of people mentioned in our last issue, Bill Watts says he hasn't talked to anyone at WCW (we've learned that story was leaked by Ole Anderson, who has made an unsuccessful pitch for Herd's job). The Gagnes were in for a visit but will not be hired.

ANOTHER STORY: Circulating in the Global dressing room Friday were reports of Jerry Jarrett being hired at WCW. We couldn't contact Herd but don't buy it. One Global performer was quoted as saying Jarrett told him he was going to work for WCW but bet your last money the only way it would happen would be for WCW to control the WMC/Memphis Saturday morning show.

OFF TO JAPAN: Ron Simmons, Brad Armstrong and Sting will all be headed for New Japan dates during either late September or early October.

NETWORKING: WCW is losing its San Diego TV slot but will likely be back on WLMT in Memphis at 10:30 Saturdays this fall. The post-midnight time slot on WCBS in New York will skew more adults than on WPIX Saturday a.m.

HOT TO TROT: Herd is furious with MIAMI HERALD mat columnist Alex Marvez for a piece suggesting Herd is on the verge of being dumped. "He hasn't bothered to call me and it's an out and out lie," said Herd. "What really irritates me is he's in a major newspaper." I hope to get Alex's side next week but Herd says he's told the office not to talk to Marvez.

ON THE OTHER HAND: Vince McMahon reportedly is inviting some members of the underground wrestling media to the Titan office Aug. 22 for a confab. I haven't received an invite as of deadline and it may be difficult for me to get away during the week but we'll let you know more on it next week.

BACK AT THE MID-SOUTH: On WMC Saturday, Jerry Lawler and Eddie Marlin were touting their return to the Mid-South Coliseum and two hair matches were on the bill this past Monday.

Lawler was a sure bet to regain the USWA title from Awesome Kong in a bout where Lawler put up his hair against the belt and Reggie B. Pine's fur coat.

THE OTHER HAIR: Tony Anthony's knee was "injured" in a WMC angle, so Jeff Jarrett subbed as Kim Anthony's partner vs. Eric Embry and Miss Texas in which the losing team's heads were to be shaved.

REST OF MONDAY: A USWA tag title bout with Jarrett and Robert Fuller vs. Goon Squad; a light heavy title rematch with Bill Dundee defending against Danny Davis with Dundee going heel; a Texas title match with Tom Prichard vs. a new Humongous; a Southern title bout with Embry against an unannounced sub for Anthony; and Rockin' Randy vs. Leatherface.

THE MIDWEST TV SWING: Cactus Jack was used in a DANGER ZONE and two squashes in Sioux City IA last Tuesday. WCW likes him but no deal had been offered as of deadline. Cactus worked the Global North American tourney over the weekend but was skedded to do TV for WCW Monday night in Gainesville GA. Axl Rotten was in Monday likely for a jobber role.

NEW 6-MAN CHAMPS: The Freebirds & Badstreet dropped the 6-man tag belts Monday night in St. Joseph MO before 3,229 to Tom Zenk/Dustin Rhodes/Big Josh ALSO IN SIOUX CITY: Tappings for Aug. 17 & 24 WORLD CHAMPIONSHIP and Aug. 18, Sept. 8 MAIN EVENT. Included for the Sat.: Z-Man vs. Diamond Studd; Patriots vs. Taylor/Morton and One Man Gang/Executioner vs. Bill Kaszmeier/Rick Steiner in world tag tourney matches; Steve Austin vs. Dustin Rhodes in a TV title bout (Austin juices).

ON THE 24TH: P.N. News vs. OMG; Jimmy Garvin vs. Patriot Firebreaker Chip (Curtis Thompson) and Austin-Studd vs. Rhodes/Gibson and Enforcers vs. Patriots.

MAIN EVENT TAPING: Tom Zenk/Big Josh vs. Studd/Oz. Yes, Oz was featured for all three shows to a dead reaction.

THE ROSS DEBATE: On Sunday night's JIM ROSS SHOW, Paul E. and Dennis A. Brent debated the Flair situation with Paul arguing heavily about the "coup" for Heenan to have possession of Flair's belt. But Ross became a bit testy over what's been written about Flair & WCW (see LINES OF THE WEEK).

ANNOUNCER ANTICS: Some behind-the-scenes doings at WCW led to some discussion about altering one of the color commentator's roles. That announcer threatened to quit over it, so for the time being, the commentator stays.

MORE PERSONNEL MOVES: Lots of talk going on about Kevin Sullivan, Dallas Page and Oliver Humperdink being "on the bubble" with WCW but Sullivan was at last week's tapings.

IOWA ANGER: A number of fans were upset about matches being changed from billing for Sioux City. Luger-Simmons had been advertised as a cage match and was a standard title match instead. An Austin-Eaton TV title match did not take place and Bill Kaszmeier was subbed for Sting to team with Rick Steiner vs. Hardliners.

IWF IN HOUSES: Eddie Mansfield's IWF ran its first central Florida arena shows over the weekend. The first show drew 125, headed by a 17-minute double countout between the Heartbreakers and Thunder & Lightning. IWF ran similar shows in St. Cloud and Lake Okechobee Friday and Saturday.

(Continued on Page 8)

Turner Shows Post Lowest-Ever Ratings Average

PRIME TIME WINS AGAIN BUT RATINGS

STAY ON SOUTHWARD TURN

It would be a refreshing change to write how wrestling TV audiences are growing larger with no end in sight to the upward trend. Unfortunately, it would be a complete lie.

Last week, WWF PRIME TIME WRESTLING captured the Nielsen ratings race for eighth consecutive week, tying its all-time consecutive victory string. Both PTW and WWF ALL-AMERICAN showed increases in their audiences.

But the story was a black one for the WCW TV story. All three weekend programs on TBS fell in audience to their lowest collective average ratings in the history of Turner Broadcasting since Nielsen began measuring SuperStation ratings in 1981. The WCW triad averaged a 1.7, with POWER HOUR falling to its lowest first-run rating in its two-year TV life.

CABLE RATINGS

Week Ending Aug. 5	Rating/Share	Total Homes	Year Ago
WWF PRIME TIME (USA 8/5)	2.6/4.3	1.47 million	4.1/6.8
WWF ALL-AMERICAN (USA 8/4)	2.2/6.8	1.25 million	2.7/8.0
WCW WORLD CHAMP. (TBS 8/3)	2.1/5.6	1.20 million	2.7/6.7
WCW MAIN EVENT (TBS 8/4)	1.9/4.5	1.09 million	2.4/5.5
WCW POWER HOUR (TBS 8/3)	1.1/5.5	629,500	3.2/6.4

PRIME TIME's 2.6 was up 8% from the previous week and ALL-AMERICAN posted a 22% increase over its 1991 low of July 28.

But the WCW figures tell their own story: WORLD CHAMPIONSHIP, a 2.1, the second straight weekly drop---off 9% from the July 27 edition; WCW MAIN EVENT, a 1.9 for a show featuring a Richard Morton-Bobby Eaton encounter---down 5% from the previous episode; and POWER HOUR, falling to a 1.1---a 31% dip.

Even more telling is the comparison to the same week one year ago and the news is bad for both groups. PRIME TIME's first August edition last year was the one which skied to a 4.1 rating and was seen in 2.17 million homes, the second most-watched weekly episode of a cable wrestling series in history. Despite leading the pack, PTW's numbers are off 37% from year-ago levels.

ALL-AMERICAN scored a 2.7 and a strong 8 share for its Aug. 5, 1990 episode. This year's figures are down 18%.

The POWER HOUR ratings are somewhat of an unfair comparison. Last year in the same weekend, POWER HOUR was shown in a special Sunday-at-7 p.m. time slot and posted its highest-ever rating, a 3.2. But the low Saturday figures have to be of primary concern at TBS, since the cable station was doing double the rating when GUNSMOKE was in the 9:05 a.m. time slot a year ago.

But WORLD CHAMPIONSHIP WRESTLING has fallen off 22% from year-ago levels and WCW MAIN EVENT has dropped 21% from its first-week-in-August rating of last year.

A further barometer of the audience falloff is looking in the category of total homes. A year ago, the two WWF shows were seen in an average of 1.81 million homes. This year, the weekend of Aug. 3-5 the figure fell to 1.36 million.

WCW's three shows were viewed in an average of 1.55 million homes last year in early August. With the sharp drop in the

POWER HOUR audience, the Turner shows were only seen in a collective average of 973,000 homes.

A number of analysts are blaming the WCW drop on fans angry over the departure of Ric Flair but trends show the numbers were dropping in the early spring, well before the Flair mess. Some industry insiders insist the decline is cyclical but it appears to be the most extended cycle of falling numbers in recent years. The WCW numbers are below the worst of the ebb at the end of the Dusty Rhodes/Jim Crockett regime on TBS in the fall of 1988. Titan Sports, likewise, cannot be enthused, except in press releases over a loss of 260,000 homes in a year's time for its cable television offerings.

From this end, PRIME TIME has held onto its perch for two months, predominantly because it is the only program packaged differently from other wrestling shows---and even its lead is not a commanding one. As we stated two weeks ago, whereas the taste of much of PTW's humor is questionable and when the series has to resort to a third time of the Nasty Boys trying to spraypaint the Titan television headquarters, original sketch material is obviously running dry. But the packaging as a studio audience program gives the show a distinctive look when measured against its cable compatriots.

Two weeks ago, MATWATCH offered the view that every WCW show has a virtual identical framework---only the show names are different. And with few people aware of POWER HOUR's one-week switch to an 8:05 a.m. slot this past Saturday (to make room for TBS' PGA CHAMPIONSHIP coverage at 11 a.m. and the contractual commitment to NATIONAL GEOGRAPHIC EXPLORER), don't be surprised if the numbers continue to be mired in next week's RATINGS RAP report. Where serious concern has to come is this is the month when cable sampling is usually at its peak. By late August and early September, TBS will face the challenge of head-on college football competition on conventional networks and ESPN, which last year regularly outdrew wrestling. I don't subscribe to the argument that football and wrestling draw totally different audiences; hence, why do TBS Saturday and USA Monday night numbers annually suffer erosion opposite the college games and the NFL on ABC?

We'll probably see in early September if the Hogan-Flair buildup makes any measurable difference in the WWF/USA audiences. And who knows? Perhaps WCW will come up with the "one scenario which captures the imagination of the audience" Jim Herd said a month ago would have to happen to consistently kick the ratings back up. But with current creative state of the promotion, it's beyond me what that would be.

To be realistic, with the state of the mat industry and its television product, we have genuinely reached the doldrum stage where the audience is increasingly saying "I've seen it all before," and that was starting long before Flair and WCW divorced. But as some TBS executives have told us in recent weeks, "The numbers don't lie. This is not a good time for wrestling on television," and both major promotions have some serious drawing board work to recultivate weekly interest.

MATWATCH

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Vol. 4, No. 32/Aug. 12-18

WWF Gets Big VARIETY Spread

MORE DETAILS ON TITAN TESTING; WCW SAYS NO

(From MATWATCH Staff Reports)

Additional details of the World Wrestling Federation's announced plans for steroid testing were revealed in the Aug. 5 issue of VARIETY, the weekly entertainment magazine.

But WORLD CHAMPIONSHIP WRESTLING officials denied a report offered on their own WRESTLING HOTLINE July 31 that WCW was about to begin steroid tests.

The WWF reports were part of a 20-page feature section in VARIETY on the Vince McMahon empire, including his expansion into bodybuilding. The stories were favorable to Titan Sports, including a piece by writer Larry Leventhal which began, "Leave it to Vince McMahon and his promotional machine to turn a potential crisis into a marketing opportunity," concerning the recent steroid scandal.

Leventhal writes Mc Mahon "said he has held lengthy negotiations with Dr. David Lee Black, who helped develop drug-testing programs for the National Football League, National Collegiate Athletic Association conferences and teams, several police departments and the military. McMahon has also talked with Kim Jasper of Comprehensive Drug Testing, the company that was involved with devising programs for the National Basketball Association, Major League Baseball and the 1984 Olympics." Leventhal offered no quotes from Black or Jasper.

Leventhal went on to quote McMahon as saying: "The problem is not anywhere near as serious as has been stated. Besides, it's performance and charisma that sell, not size. We take wrestlers from all walks of life. It's a product mix of all different shapes and sizes."

Last Thursday, WCW executive vice president Jim Herd reiterated to MATWATCH his company does not intend to test for steroids, despite a report by Dennis A. Brent on his "Late-Breaking News" segment of THE WRESTLING HOTLINE to the contrary. Brent implored fans not to be angry if WCW wrestlers begin to get smaller because it would have a positive impact on the industry. MATWATCH and several other bulletins quoted the Brent report. WCW producer/announcer Jim Ross, on his HOTLINE segment and his weekly WSB-AM radio talkfest; and this writer, on his 900 MATWATCH segment, have openly called for an end to steroid use in the industry.

Herd told us he hadn't heard the HOTLINE segment but says there are no plans for steroid testing, adding, "Look, the deal is: number one, if Vince tests, he's gonna lie---and if we don't, we won't."

Herd reiterated his previously-stated philosophy on the subject. "You guys in the sheets have been all over me about this but I'm sticking to my guns. I've told you these guys are adults and they're independent contractors. If they want to do this to themselves, that's their business."

McMahon told Leventhal the George T. Zahorian trial, in which the Pennsylvania doctor was convicted of illegally selling steroids to at least four wrestlers with current or past associations with the WWF, was "the best thing to ever happen to the WWF. It's an opportunity to make a promise and be held

accountable." But McMahon denied publicity which followed the Zahorian trial has prompted the announced steroid tests. McMahon again failed to provide a time or date of the first testing or whether the results will be made public if any WWF performers fail them.

MATWATCHING

(From Page 6)

IT'S ABBY TIME: We're told Abdullah the Butcher is a short-termer in WCW because of his Japan

dates. But the angle taped last week with him coming out of a box to attack Sting was almost a replay of last year's bit when he did the same thing to help Norman.

MALENKO'S MAULERS: Boris Malenko ran a show Sunday in the Tampa area. Big Z d. The Viper; and Cliff Proctor/Frankie Lancaster d. Jumbo Baretta/Cody Wade. Crowd: 250.

A ROSE IS A ROSE...: Young cable TV wrestling/talk host Shannon Rose took a few bumps at the Aug. 8 SUNCOAST PRO show in Bradenton FL. Man Mountain Brody defeated Zebra Kid when Brody threw Shannon into the Kid and Shannon scored the fall. Crowd was estimated at 1,300.

ANOTHER ROMP: UIW has skedded ROMP & ROLL II Saturday night at Steeltown Entertainment Complex in Baltimore with the Axl Rotten, Dixie Dynamite and the usual round of Atlantic Coast characters.

KATZ CHOW: THE LARRY KATZ SHOW featured guests Morgas the Maniac (UIW) and Buddy Rogers Sunday night and this week's edition focuses on movies and TV series which have featured wrestlers. Larry has moved to WCAO-AM in Baltimore Sundays from 10-midnight.

THANKS, GUYS: Thanks to Dave Schwartz for a good time on BAU MAIN EVENT on WBAU-FM, the voice of Adelphi University, Saturday; and to Tom Casola for a fine evening on his WHO'S SLAMMIN' WHO? program this past Wednesday night.

NEXT WEEK IN MATWATCH

---Our look at the top broadcast announce teams in the industry at the moment.

---A guest column by Dr. Mike Lano on the Global Wrestling Federation.

---A major announcement on the future of MATWATCH.

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